

## CLAIMS

The invention in which an exclusive property or privilege is claimed is defined as follows:

1. A computer program for interrogating a user and generating a result, for example a report, custom video presentation, web-site presentation, etc., based upon the user's interrogatory answers, the computer program comprising:

a computer-readable memory device encoded with a database comprising a plurality of predefined questions and associated, predefined answers, wherein the plurality of questions and answers are organized in a predefined relationship between a pre-designated starting question and one or more ending questions to thereby define a plurality of possible logical interrogatory paths through the database, and wherein further the selection of any one of the plurality of possible logical paths is user-answer-dependent;

a computer-readable memory device encoded with a user interface for displaying questions from the database and accepting answers from a user; and

a computer-readable memory device encoded with an engine operative to present questions from the database to the user interface, and to navigate one of the plurality of possible logical interrogatory paths through the database as dictated by a user's answers to the questions presented at the user interface.

2. The computer program of claim 1, wherein the database further comprises content and rules for generating at least one report based upon a user's answers to questions presented at the user interface, the content and rules having a predefined relationship with the plurality

of predefined questions and answers of the database so that the content of the at least one report is dependent upon a user's answers to questions from the database, and wherein further the engine is operative to generate from the reporting database at least one report using the content and rules from the database.

3. The computer program of claim 2, wherein the database comprising a plurality of predefined questions and associated, predefined answers, includes questions and answers for evaluating a user's level of knowledge respecting a particular subject matter, and wherein further the content and rules for generating the at least one report based upon a user's answers to questions presented at the user interface include content and rules for generating a test score indicative of a user's level of knowledge respecting the particular subject matter.

4. The computer program of claim 1, wherein the computer-readable memory device encoded with the database, the computer-readable memory device encoded with the user interface, and the computer-readable memory device encoded with the engine all comprise the same computer-readable memory device.

5. The computer program of claim 1, wherein the computer-readable memory device encoded with the database, the computer-readable memory device encoded with the user interface, and the computer-readable memory device encoded with the engine comprise separate computer-readable memory devices.

6. The computer program of claim 1, wherein the database further comprises one or more video files, wherein the engine is operative to display the video files at the user interface, and wherein further the one or more video files are associated with the predefined questions and answers of the database so that the display of video files at the user interface is dependent upon a user's answers to questions from the database.

7. The computer program of claim 6, wherein the engine is operative to display a plurality of the video files at the user interface in a continuous sequence the order of which is defined by a user's answers to questions from the database.

8. The computer program of claim 1, wherein the database further comprises one or more URL addresses, wherein the engine is operative to display the URL addresses at the user interface, and wherein further the one or more URL addresses are associated with the predefined questions and answers of the database so that the display of URL addresses at the user interface is dependent upon a user's answers to questions from the database.

9. The computer program of claim 8, wherein the engine is operative to display a plurality of the URL addresses at the user interface in a sequence the order of which is defined by a user's answers to questions from the database.

10. A computer-based system for interrogating a user and generating a result, for example a report, custom video presentation, web-site presentation, etc., based upon the user's interrogatory answers, the system comprising:

at least one computer including a computer-readable memory device encoded with a database comprising a plurality of predefined questions and associated, predefined answers, wherein the plurality of questions and answers are organized in a predefined relationship between a pre-designated starting question and one or more ending questions to thereby define a plurality of possible logical interrogatory paths through the database, and wherein further the selection of any one of the plurality of possible logical paths is user-answer-dependent;

at least one user interface for displaying questions from the at least one computer comprising the database, and for accepting answers from a user provided in response to the displayed questions; and

at least one computer including a computer-readable memory device encoded with an engine operative to present questions from the at least one computer comprising the database to the user interface, and to navigate one of the plurality of possible logical interrogatory paths through the database as dictated by a user's answers to the questions presented at the user interface.

11. The system of claim 10, wherein the database further comprises content and rules for generating at least one report based upon a user's answers to questions presented at the user interface, the content and rules having a predefined relationship with the plurality of predefined questions and answers of the database so that the content of the at least one report is dependent upon a user's answers to questions from the database, and wherein further the engine is operative to generate from the reporting database at least one report using the content and rules from the database.

12. The system of claim 11, wherein the database comprising a plurality of predefined questions and associated, predefined answers, includes questions and answers for evaluating a user's level of knowledge respecting a particular subject matter, and wherein further the content and rules for generating the at least one report based upon a user's answers to questions presented at the user interface include content and rules for generating a test score indicative of a user's level of knowledge respecting the particular subject matter.

13. The system of claim 10, wherein the at least one computer comprising the database, and the at least one computer comprising the engine all comprise the same computer.

14. The system of claim 10, wherein the at least one computer comprising the database, and the at least one computer comprising the engine comprise separate computers.

15. The system of claim 10, wherein the database further comprises one or more video files, wherein the engine is operative to display the video files at the user interface, and wherein further the one or more video files are associated with the predefined questions and answers of the database so that the display of video files at the user interface is dependent upon a user's answers to questions from the database.

16. The system of claim 15, wherein the engine is operative to display a plurality of the video files at the user interface in a continuous sequence the order of which is defined by a user's answers to questions from the database.

17. The system of claim 10, wherein the database further comprises one or more URL addresses, wherein the engine is operative to display the URL addresses at the user interface, and wherein further the one or more URL addresses are associated with the predefined questions and answers of the database so that the display of URL addresses at the user interface is dependent upon a user's answers to questions from the database.

18. The system of claim 17, wherein the engine is operative to display a plurality of the URL addresses at the user interface in a sequence the order of which is defined by a user's answers to questions from the database.

19. A method for interrogating a user and generating a result, for example a report, custom video presentation, web-site presentation, etc., based upon the user's interrogatory answers, comprising the steps of:

interrogating a user with predefined questions from a computer database comprising the predefined questions and associated, predefined answers, wherein the questions and answers are organized in a predefined relationship between a pre-designated starting question and one or more ending questions to thereby define a plurality of possible logical interrogatory paths through the computer database, the selection of any one of the plurality of possible logical paths being user-answer-dependent, and wherein further the interrogation step is facilitated by an user interface operative to display the predefined questions from the at least one computer database, and to accept answers from a user provided in response to the displayed questions; and

displaying a result at the user interface following the interrogation step, wherein the result is based upon a user's answers to the displayed questions.